

Key Talking Points for Media and Constituent Audiences

What You Should Focus on When Introducing the Live Like Your Life Depends On It Campaign

Missourians hear a lot of messages about health-related issues, and both the general public and the media who report on health issues, can become overwhelmed and even confused by the plethora of messages they hear. That is why the Live Well Message Alliance hopes that members of our group will join together to help simplify and streamline the chronic disease messages Missourians are hearing on a regular basis.

To help you do this, we've developed the following Talking Points that you and your members can use when addressing the media or other audiences. When all of the Alliance members are saying the same thing, the messages covered in the media will reinforce the main actions we want Missouri adults to take! With just minor customization of these talking points (to support your organization's specific mission), here's how you can stay on point and answer questions effectively as a spokesperson for the Live Well Message Alliance:

What is the Live Well Message Alliance?

The Live Well Message Alliance is a group of organizations across Missouri who share a commitment to helping adults 45 and older live longer, healthier lives by taking actions that help with the prevention, early detection and successful management of chronic disease. My organization is a member of the Alliance because *(customize here to promote your organization's specific mission / key objective)*....

What is the Live Well Message Alliance doing to help Missourians live longer, happier lives?

The Live Well Message Alliance is launching a broad-based public education campaign that all Alliance members can customize and launch in their communities to promote simple actions that can minimize the effect of chronic disease. The four key actions in the first phase of the campaign are: eating smart; moving more; being tobacco-free; and seeing a doctor or other health care provider at least annually after the age of 45 and getting all recommended health screenings. Our group is focusing on *(customize here based on your group's focus)*....

Why is this important, and what can Missourians do if they are at risk for chronic disease?

Seven out of 10 Missourians die from a chronic disease, and the Live Well Message Alliance wants to promote simple behaviors that, if done regularly, can prevent or delay the onset of chronic disease, or lessen the effects of many chronic diseases. Some actions we are focusing on this year are: *(Here, select two or three key actions that are relevant to your organization's mission – each of these are in the Top Ten list of things to do to prevent CD, but most reporters or constituents will only "take home" one or two ideas from this list, so we recommend citing only those that are most relevant to your audience or the event you are attending)*:

- Eat Smart. (smaller portions; more fruits and veggies; fewer fats & sugars)
- Move More. (get 30-60 minutes of activity most days of the week; regular stretching, strength-building exercises 2-3 times per week and activities that get your heart pumping are best; choose to be active)
- Maintain a Healthy Weight. (take in just a few less calories each day to avoid weight gain or gradually lose weight)

- Be Tobacco-Free. (if you use tobacco products now, take steps to quit; if you don't use them, don't start and avoid second-hand smoke)
- Avoid Risky Behaviors. (don't smoke; drink alcohol only in moderation; use sunscreen)
- Get recommended health screenings (to detect problems early stick to a schedule of recommended health screenings; Live Well Message Alliance has developed screening cards for both males and females 45 and up)
- Follow Doctor's Orders. (take medications as directed; get recommended immunizations and talk to your doctor about preventive drugs)
- Actively Manage Your Disease. (once diagnosed with a chronic disease, follow your doctor's advice: take medicines as prescribed; change your diet or activity level; and continue to get regular screenings)
- Stay Connected. (keep in touch with family and friends; share meals and participate in activities with them)
- Enjoy Your Life. (keep a positive mental attitude and do things that add joy and meaning to your life)

Using these key talking points with your various audiences will help you deliver succinct, memorable and consistent messages that show your support of the Live Well Message Alliance!